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**OFFICIAL TRANSCRIPT PROCEEDING**

**FEDERAL TRADE COMMISSION**

MATTER NO. 0323138

TITLE DIRECT MARKETING CONCEPTS, INC.  
SUPREME GREENS

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FEDERAL TRADE COMMISSION

I N D E X

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1 FEDERAL TRADE COMMISSION

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3 In the Matter of: )

4 Direct Marketing Concepts, Inc. ) Matter No. 0323138

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12 The following transcript was produced from a  
13 video tape provided to For The Record, Inc. on September  
14 29, 2003.

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1                                   P R O C E E D I N G S

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3                                   ON SCREEN:

4                                   The following

5                                   is a paid

6                                   advertisement for

7                                   Supreme Greens

8                                   ON SCREEN:

9                                   Today's Health

10                   MR. BARRETT: Hello, and welcome to another  
11                   edition of Today's Health.

12                                   ON SCREEN:

13                                   Donald Barrett

14                                   ITV

15                   MR. BARRETT: My name is Donald Barrett and on  
16                   our show today we have one of the leading experts and  
17                   researchers in alternative health care, Dr. Alex  
18                   Guerrero.

19                                   ON SCREEN:

20                                   ITV

21                                   ARE ALL HEALTH PROBLEMS

22                                   CAUSED BY AN ACIDIC BODY?

23                   MR. BARRETT: Dr. Guerrero claims that most  
24                   chronic degenerative diseases -- such as cancer,  
25                   arthritis, diabetes, even the number one killer out

1 there, heart disease -- can and are being cured and there  
2 are natural healing techniques being suppressed in this  
3 country. We have a very controversial show, so stay with  
4 us.

5 Dr. Alex, thanks for being my guest today.

6 **ON SCREEN:**

7 **DR ALEX GUERRERO OMD**

8 DR. GUERRERO: Thanks, Donald. Appreciate  
9 being here.

10 MR. BARRETT: Now, you're not a medical doctor?

11 DR. GUERRERO: I'm not.

12 MR. BARRETT: Now, did you go to medical school  
13 or entertain the thought of going to medical school?

14 DR. GUERRERO: Entertained the thought of going  
15 to medical school, but I really -- my interests lied in  
16 chronic degenerative conditions. And, you know,  
17 conventional medicine is really outstanding, phenomenal  
18 acute care medicine. They probably are the best hands-  
19 down acute care medicine there is. They just aren't  
20 great chronic care. And I was more I was more interested  
21 in chronic care conditions.

22 MR. BARRETT: What do you mean, acute care  
23 versus chronic care?

24 DR. GUERRERO: Well, for example --

25 MR. BARRETT: What's the difference?

1 DR. GUERRERO: Well, the difference would be,  
2 Don, if you had a heart attack at this moment, I mean,  
3 we'd rush you to the hospital, they'd do a great job of  
4 stabilizing you, make sure you stayed with us.

5 MR. BARRETT: Right.

6 DR. GUERRERO: And then, hopefully, they'd send  
7 you back to someone like myself and we could make sure  
8 you never had a heart attack again.

9 MR. BARRETT: So how did you get involved in  
10 alternative health care?

11 DR. GUERRERO: Well, interestingly enough I  
12 really got involved mostly because of my father-in-law.  
13 Mt father-in-law was stricken with cancer and he had  
14 squamous cell carcinoma, which was a topical cancer,  
15 should have been very easily dealt with. And it went  
16 misdiagnosed.

17 And, unfortunately, after years of horrific  
18 therapy, after losing his right arm, his scapula, his  
19 clavicle, they took three ribs, he passed away. And at  
20 that time I vowed that nobody in my family would ever  
21 suffer from that disease again.

22 MR. BARRETT: You treat all types of people  
23 from pro athletes in their prime of life?

24 DR. GUERRERO: Yes.

25 MR. BARRETT: All the way to people that, you

1 know, have chronic disease that their doctors have told  
2 them to really get their affairs in order and go home.

3 DR. GUERRERO: Yeah. I mean, our primary  
4 concern -- at least in my clinic, anyway, is to make sure  
5 that the body, you know, stays in an environment that's  
6 conducive for cell regeneration. You know, we do a lot  
7 of weight loss, we do a lot of anti-aging, we do a lot  
8 of, you know, making sure professional athletes can stay  
9 at their peak performance all the time. And we also see  
10 people that have chronic conditions -- like you mentioned  
11 before, we've got cancer patients, Aids patients, people  
12 with MS, diabetes, Parkinson's.

13 And understanding the chronic condition that --  
14 you know, I've always stated that --

15 MR. BARRETT: But you're treating them with  
16 natural therapies.

17 DR. GUERRERO: We are.

18 MR. BARRETT: All natural?

19 DR. GUERRERO: All natural. The purpose really  
20 is to give them something that provides -- that changes  
21 the environment, that makes the environment now conducive  
22 to cellular regeneration, rather than an environment that  
23 promotes degeneration.

24 Our cells regenerate on cycles. For example,  
25 you get new skin cells every 30 days, you're getting new

1 bone cells every 120 days. So if the environment, your  
2 internal environment, Don, is now conducive to the  
3 regeneration of that cell -- that's what it does, it  
4 regenerates -- if the environment isn't, well, then  
5 you're going to degenerate. And that's what we call  
6 aging.

7 MR. BARRETT: Well, if somebody gets sick  
8 around the country and they go to their medical doctor,  
9 their medical doctor doesn't talk anything about it.  
10 They talk about chemotherapy and the drugs they should go  
11 on. They don't talk about any natural approaches.

12 DR. GUERRERO: Well, again, because that's the  
13 acute care coming out. It's not that the doctor doesn't  
14 care or isn't concerned, but primarily that's where the  
15 education is based. You know, in medical schools they're  
16 getting, you know, one course in nutrition. And,  
17 primarily, that one course in nutrition isn't significant  
18 enough to learn about nutrition or how the body really  
19 functions from a biochemical perspective.

20 And so, you know, they're educated by the  
21 pharmaceutical companies to say, look, this is what this  
22 medication does, you have this condition, this is what we  
23 need.

24 MR. BARRETT: Right. Well, you would think a  
25 doctor going to school would want to have -- just provide



1 the best health care for their patient.

2 DR. GUERRERO: Well, you would think so. And  
3 that's why I think a lot of the doctors that you see  
4 coming out now are crossing over. You do see a lot of  
5 doctors -- and I deal with a lot of them, I have several  
6 oncologists that refer patients to me. You have several  
7 of them now that are understanding the value between, you  
8 know, conventional and alternative. And they really are  
9 trying to incorporate those.

10 MR. BARRETT: You teach them of this acid  
11 alkaline balance in the body, because it's simple for  
12 people to understand and when they alkalize their body,  
13 as you say, they're in a better position to heal  
14 themselves?

15 DR. GUERRERO: Absolutely.

16 MR. BARRETT: Versus an acid body?

17 DR. GUERRERO: Well, from, you know, in -- in  
18 biology we've learned that you've got disorders like  
19 yeast, fungus, bacterias, viruses, molds, all those are  
20 living organisms that need an environment in which to  
21 thrive and proliferate and grow. And they can only  
22 survive in an acid base.

23 So if we can change the body's fluids and  
24 tissues to a more alkaline base, now you have an  
25 environment that is no longer conducive for the

1 proliferation or growth of a degenerative condition.

2 MR. BARRETT: And when you alkalize the body,  
3 these -- a lot of these symptoms, a lot of these diseases  
4 are going to --

5 DR. GUERRERO: Well, they --

6 MR. BARRETT: -- fall by the wayside.

7 DR. GUERRERO: Well, they all do, because  
8 they're a result of over acidification of the blood and  
9 tissues. And so when the blood and tissue are in an acid  
10 base -- it's like what acid rain would do to a paint job  
11 on a car.

12 MR. BARRETT: Yeah, it would ruin it.

13 DR. GUERRERO: That's what -- that's what your  
14 body fluids, your acidic body fluids are doing to your  
15 internal organs.

16 MR. BARRETT: So if you're drinking acidic  
17 fluids, like soda -- I mean, what are some --

18 DR. GUERRERO: Coffee.

19 MR. BARRETT: Coffee.

20 DR. GUERRERO: Black tea, all of those are  
21 extremely acid forming.

22 MR. BARRETT: Really? So when you drink -- you  
23 -- diet soda?

24 DR. GUERRERO: Diet soda, horrific for the  
25 body. You're talking about something that has --

1 MR. BARRETT: I mean, a lot of people think  
2 diet soda is healthy for them.

3 DR. GUERRERO: Right.

4 MR. BARRETT: Or bottled water, a lot of people  
5 drink bottled water, and their bottled water is acidic.

6 DR. GUERRERO: Right.

7 MR. BARRETT: Well, how would --

8 DR. GUERRERO: Regardless of what that is.

9 MR. BARRETT: -- somebody know out there, if  
10 they're watching our show right now, how would they know  
11 if they have an acid system or if they have a high acid  
12 body, what are some tell tale signs, so to speak? You're  
13 saying if someone is acid, they're on the road to  
14 disease?

15 DR. GUERRERO: Right. You're in a state of  
16 degeneration. And your signs of a degenerative condition  
17 would be, for example, someone who has s difficult time  
18 waking up in the morning. You know, they -- they sleep  
19 seven hours and wake up and think, Oh, man, I just can't  
20 believe today's another day. You know, those are people  
21 that -- that's a sign of an over acidic condition.

22 Acne, obesity, diabetes, foggy thinking --  
23 those are all conditions, are all signs and symptoms of a  
24 body that's in an acidic --

25 MR. BARRETT: Right. And there's also a simple

1 way to test, the saliva test, with Ph paper --

2 DR. GUERRERO: Mm-hmm.

3 MR. BARRETT: -- which you recommend to your  
4 patients to test their acid alkaline balance, too.

5 DR. GUERRERO: Yes.

6 MR. BARRETT: And now here's the question: If  
7 I alkalize my body, am I going to come up with one of  
8 these chronic degenerative diseases?

9 DR. GUERRERO: No.

10 MR. BARRETT: Such as cancer, arthritis --

11 DR. GUERRERO: No.

12 MR. BARRETT: How can you say that so  
13 confidently?

14 DR. GUERRERO: I'm very confident in saying  
15 that, primarily because of the clinical studies we've  
16 done. I've seen it in my -- in my -- in my clinical  
17 practice. I've seen it every day in my clinical  
18 practice.

19 MR. BARRETT: Tell me about --

20 DR. GUERRERO: I treat patients that have  
21 conditions --

22 MR. BARRETT: -- the studies -- tell me about a  
23 study that you've done with -- with chronic disease.

24 DR. GUERRERO: Well, based on acid alkaline  
25 principles we wanted to take groups of people that had

1 degenerative conditions -- and, to me, it didn't really  
2 matter what their degenerative condition was and I  
3 preferred them to have a variety of conditions. So I  
4 certainly just didn't want to have a base of liver cancer  
5 or bone cancer or prostate cancer or breast cancer. I  
6 wanted to, you know, lump them into a group and see what  
7 the response would be over time.

8 Well, now it's been -- you know, now we're  
9 going into, you know, eight years and within a five year  
10 period of time we took 200 people that had a variety of  
11 degenerative conditions. They weren't all the same  
12 conditions, they --

13 MR. BARRETT: Were they terminal?

14 DR. GUERRERO: They were diagnosed as terminal.

15 MR. BARRETT: Two hundred people -- now, eight  
16 years later, how many of them are still alive?

17 DR. GUERRERO: Well, I've got -- out of that --  
18 out of those 200 people that were terminal we lost eight.  
19 Eight passed away.

20 MR. BARRETT: And that's amazing. People must  
21 have been amazed by those studies.

22 DR. GUERRERO: Yeah. I mean, it was -- it was  
23 really exciting to see at the time. And that's really  
24 what solidified, for me, this -- you know, the concepts  
25 of acid and alkaline balance. And so, now, over the

1 years I've just been afraid to deviate from what has  
2 worked for me in my clinic.

3 MR. BARRETT: Someone's watching and they say,  
4 hey, this alkalinity stuff -- this stuff, maybe there's  
5 something to it. We've had Dr. Morter (phonetic) on our  
6 show, Bob Bearfoot (phonetic) -- both are proponents of  
7 alkalizing the body. But I -- I think you're very unique  
8 in the way you explain it.

9 So what are some foods -- if someone's watching  
10 or something they can drink that would help them alkalize  
11 the body?

12 DR. GUERRERO: When we talk about maintaining  
13 alkaline values, we're talking about something -- you  
14 know, water containing foods. So, you -- obviously, your  
15 cruciferous vegetables -- the darker the green, the  
16 better. But they need to be water containing. Because,  
17 you know, 70 percent of your body is water, 80 percent of  
18 your plasma is water and your plasma is where you red  
19 blood cells live. And that's what takes and absorbs the  
20 iron and the oxygen and the insulin and all the vital  
21 nutrients your body needs to stabilize itself, maintain  
22 its homeo status and stay in this cycle of regeneration.

23 MR. BARRETT: So how many people in your  
24 practice actually -- without supplementation -- can  
25 alkalize their body, just with food and drinking the

1 right fluids?

2 DR. GUERRERO: It's very few. And it's getting  
3 much more difficult and it's getting much more difficult  
4 because the nutrient value in the foods we eat today  
5 simply isn't there. Supplementation is going to become a  
6 way of life for people and people need to understand that  
7 their either going to be forced to supplement because  
8 they got sick, they now have no choice, or they're going  
9 to understand the principle that, you know what, yeah, we  
10 really are -- we really don't have the high quality  
11 nutrient value in the foods we're supposed to be getting  
12 today. Yeah, I do live a fast-paced lifestyle, I need to  
13 learn how to neutralize the acids.

14 MR. BARRETT: And you're saying even if you ate  
15 all the right foods, even if you ate two pounds of  
16 vegetables a day the nutrients aren't in the vegetables  
17 like they were so many years ago.

18 DR. GUERRERO: No, they aren't. I mean,  
19 farmers today add in three nutrients into the soil. Now,  
20 a plant absorbs 67 vitamins and minerals from the soil.  
21 So now, if a farmer is farming the same plot of land and  
22 the plant is taking out 67 vitamins and minerals from the  
23 soil and the farmer is only putting back in three --  
24 well, you know, you don't have to be a rocket scientist,  
25 Don, to figure out that, you know, over time crop after

1 crop after crop that soil becomes depleted. And so now  
2 we simply just don't have the amount of vitamins and  
3 minerals that our body needs to help it through this  
4 cycle of regeneration.

5 MR. BARRETT: So a lot of people out there may  
6 say I get all my nutrients through my food, they're  
7 really being misled because the nutrients aren't in their  
8 foods.

9 DR. GUERRERO: Not -- no, not in the quantity  
10 that the body needs to undergo regeneration.

11 MR. BARRETT: Now, explain. When a patient  
12 comes to your office -- whether they have cancer or  
13 arthritis, diabetes, you start them on a few standard  
14 supplements.

15 DR. GUERRERO: Right.

16 MR. BARRETT: One being a product called  
17 Supreme Greens, the other one being a coral calcium type  
18 product.

19 DR. GUERRERO: Yes.

20 MR. BARRETT: Tell me a little bit about the  
21 Supreme Greens and why you feel that everybody should  
22 have that at least base product in their diet.

23 DR. GUERRERO: Well the Supreme Greens is based  
24 on -- they're organically grown vegetables, grasses,  
25 sprouted grains, some blood-purifying and immune-



1 enhancing herbs, and some anti-oxidants that are in this  
2 -- in a powdered form and we've already put them in what  
3 we call a colloidal form. And, again, they -- they --  
4 what they do is they supply the body with all the  
5 vitamins, minerals, amino acids, plant proteins that the  
6 cell needs in order to go through this cycle of  
7 regeneration. It's very alkalizing, very energizing.  
8 They're basically vital nutrients. Again, you've got  
9 things like broccoli, spinach, kale, okra, there are  
10 Echinacea tops, beet tops, wheat sprouts, barley sprouts,  
11 alfalfa sprouts, there's wheat grass, barley grass, dog  
12 grass, shade grass --

13 MR. BARRETT: You hear a lot about wheat grass  
14 these days.

15 DR. GUERRERO: Well, because it has a lot of  
16 chlorophyll. And chlorophyll is -- you know what iron is  
17 to the red blood cell --

18 MR. BARRETT: Right.

19 DR. GUERRERO: -- chlorophyll is to the plant.  
20 And that chlorophyll is what supplies that red blood cell  
21 with a lot of iron, oxygen, which then makes the cell  
22 more permeable, allows the body to metabolize insulin  
23 that's naturally secreted as a result of just a natural  
24 by-product of metabolism.

25 And so what the Christmas with MSM does --

1 you've got all of your rich vital nutrients. So it  
2 allows the cell wall to become more permeable.

3 MR. BARRETT: And what would --

4 DR. GUERRERO: So the nutrients can readily go  
5 into the cell, the cell can absorb that iron, it can  
6 absorb that oxygen.

7 MR. BARRETT: And you just don't get the  
8 nutrients from our farms where they're depleted, right?

9 DR. GUERRERO: There's no herbicides, no  
10 pesticides. They are grown in soil that has only been  
11 cultivated one time per crop. So, for example, when they  
12 cultivate that soil, they're harvesting another --  
13 another plot, then they're remineralizing, putting all  
14 the vitamins and minerals back into that soil so that  
15 when they then plant in that soil again those plants can  
16 then absorb the minerals. So they're never cultivating  
17 the same piece of land twice in a row.

18 MR. BARRETT: What is grapefruit pectin?

19 DR. GUERRERO: Grapefruit pectin actually is a  
20 substance that -- I'll give you a study that they did  
21 with grapefruit pectin. They took -- over a 12 month  
22 period of time they took, you know, pigs and they gave  
23 them high lard diets. And what they did is they tested  
24 their arterial plaque before they started the study.

25 And they gave one group grapefruit pectin and

1 they gave another group nothing, but they both ate the  
2 same high lard diet. After 12 months the group that  
3 received the grapefruit pectin actually had an 88 percent  
4 decrease in arterial plaque than from when they started.  
5 That's significant.

6 MR. BARRETT: And doctors don't --

7 DR. GUERRERO: It's incredible.

8 MR. BARRETT: -- tell their patients about  
9 grapefruit pectin?

10 DR. GUERRERO: Doctors don't know about  
11 grapefruit pectin. Again, remember, their education is  
12 acute care and pharmacology based. So not that your  
13 doctor doesn't care, but your doctor just doesn't know  
14 about it.

15 MR. BARRETT: So if you're taking this product  
16 and you're healthy now, your arteries are less likely to  
17 clog up, you're saying?

18 DR. GUERRERO: Oh, absolutely.

19 **ON SCREEN:**

20 **FOR MORE INFORMATION PLEASE CALL**

21 **ITV 800.554.2818**

22 MR. BARRETT: Hold onto that thought because I  
23 just want to let our viewers have a chance to tune in  
24 here. If you're watching right now and you want some  
25 more information -- we've been talking to Dr. Alex

1 Guerrero now for a few minutes, but if you just want some  
2 more information on these Supreme Greens that he's  
3 talking about, please pick up the phone and call the  
4 number on the screen.

5 As always on Today's Health we've worked out a  
6 special arrangement with our guests, so when you do call  
7 mention Today's Health and you will receive a substantial  
8 discount of the Supreme Greens product.

9 Now, we have a caller on the line from Oregon.  
10 Her name is Kerry. Kerry, are you with us?

11 KERRY: Yes, I am.

12 MR. BARRETT: Now, what is your experience been  
13 on this Supreme Greens product?

14 KERRY: Well, you know, I've been overweight  
15 for many years and I tried, oh, every diet on the market.  
16 I tried Atkins, I tried The Zone, I tried the soup diet,  
17 I even tried the popcorn diet and none of them worked.  
18 I'd lose some weight and then I'd just gain it back and  
19 then some.

20 And so after so many years of trying all these  
21 different diets I just gave up because I was just so  
22 discouraged, you know. And then a friend of mine  
23 recommended that I take the Supreme Greens with MSM, not  
24 as a weight loss product, but you know what? As a way to  
25 improve my health and my energy because she noticed I was

1 just so tired all the time.

2 Of course, you know, my energy and my health  
3 improved, but what was really amazing was that the first  
4 week that I was on Supreme Greens with MSM I lost four  
5 pounds. And the second week I lost four and-a-half  
6 pounds.

7 And I've been on Supreme Greens now for eight  
8 months and I have lost a total of 81 pounds. And --

9 MR. BARRETT: Eighty-one pounds?

10 KERRY: Eighty-one. Yes.

11 MR. BARRETT: That -- that's tremendous. Now,  
12 have you seen health as a by-product also?

13 KERRY: Well, I have. You know, in addition to  
14 that you know my knees and my ankles don't ache any more,  
15 I can pick up my children and play with them, which I  
16 have not been able to do in years. And I just -- you  
17 know what, I just wanted to thank Dr. Guerrero for  
18 Supreme Greens with MSM, it's given me my life back.

19 MR. BARRETT: Kerry, I --

20 KERRY: Thank you.

21 MR. BARRETT: -- I really appreciate you  
22 calling in and sharing that with us today.

23 KERRY: Thank you very much.

24 **ON SCREEN:**

25 **ITV**